Effective October 2016

NASA Small Business Strategic Plan

Mission Statement

The Office of Small Business Programs (OSBP) ensures that the Agency is compliant with all Federal laws, regulations, and policies regarding small and disadvantaged business utilization and provides expertise on the utilization of all categories of innovative small business, including minority educational institutions that can deliver technical solutions in support of NASA.

List of Core Functions

Advocacy: Advise the Administrator on all matters related to small business.

Promote Small Business: Develop and manage NASA programs that assist all small business categories and communities.

Small Business Focused Government Contracting: Develop small businesses in high-tech areas that include technology transfer and commercialization of technology, and maximize the number of practicable opportunities for small business participation in NASA prime contracts and subcontracts.

Entrepreneurial Development: OSBP and NASA Centers provide individual face-to-face and Internet counseling for small businesses throughout the United States and U.S territories.

Vision

To promote and integrate all small businesses into the competitive base of contractors that pioneers the future in space exploration, scientific discovery, and aeronautics research.

Long Term Goals
- Demonstrate commitment to small business utilization.
- Engage senior leadership in achieving small business goals.
- Establish small business goals for NASA Centers.
- Hold senior leaders accountable for small business goal achievement.
- Increase small business contracting below the Simplified Acquisition Threshold (SAT).
- Establish an Agency-wide NASA Industry Forum made up of Center contractors to increase communication with our industry partners.
- Expand small business program training and encourage participation by the acquisition community.
- Utilize the Small Business Improvement Plan (SBIP) to promote continuous improvement for all small business programs.
    - Advocacy: Promote small business programs through advocacy and collaborative efforts with internal and external partners/stakeholders. (FY16/17 SBIP)
    - Outreach: Promote small business awareness and participation, utilizing innovative techniques at non-traditional venues in geographically targeted areas, to enhance all categories of small business. (FY16/17 SBIP)
    - Small Business Sub-Category Improvement: Improve Agency performance in small business subcategories by identifying, increasing, and promoting small business prime contracting opportunities. (FY16/17 SBIP)

- Structure the Center Small Business Offices to maximize effectiveness.
- Develop programs that support high-tech small business firms through tech transfer, SBIR/STTR, and the Mentor-Protégé Program, for example.

- Promote internal activities with Mission Directorates, Mission Support Offices, and NASA Centers
- Create a Small Business Technical Coordinator in program and project offices throughout the Agency.
- Ensure that our databases truly represent the facts upon which decisions are made.
- Promote external outreach activities at conferences, prime vendor councils, and other Government agencies.
- Encourage Centers to have regional Industry Days focused on the socioeconomic programs where the Agency or Center did not meet its goal.
- Grow the high-tech small business supplier base by increasing awareness of contracting opportunities through the Acquisition Forecast, NASA Vendor Database, Office of Small Business Mobile app, and NASA Automated Information System.
- Focus communication through the use of social media. (e.g., Facebook, Twitter, etc.)
- Expand subcontracting opportunities for small businesses.
- Breakout small business requirements and set them aside whenever possible.

Metrics
- Metrics
    - Compare actual metrics to Agency goals
    - Compare actual metrics to Center goals
    - Increase percentage of small business simplified acquisition obligations
    - Each Center to set aside one additional requirement to one of three subcategories to include WOSB, HUBZone, and SDVOSB above $150,000 no later than the end of FY 2015.

- Promote programs that support high-tech small business firms through tech transfer, SBIR/STTR, and the Mentor-Protégé Program, for example
    - Number of mentors
    - Number of successful Mentor-Protégé Agreements
    - Number of Phase III SBIR Awards

- Promote both internal and external outreach activities and the number of Center participants
    - Number of meetings with Mission Directorate, Mission Support, and senior Center personnel
    - Number of internal outreach events and the number of participants
    - Number of external outreach events and the number of participants
    - Number of outreach events with senior leadership attending
    - Number of Small Business technical coordinators
    - Percentage of training events having alternate attendance options
    - Number of training attendees that use alternate means of attendance
    - Total number of training attendees and the diversity of attendee workforce
    - Number of Twitter followers, Facebook likes, NAIS procurement notification subscribers, Web site and NASA Vendor Database hits, and survey responses (how did you hear about us?)
    - Alternative Outreach Methods: (1) percentage of events having alternate attendance options, (2) number of actual attendees that use alternate means of attendance, and (3) total number of attendees at events regardless of attendance means.
    - Tools: (1) develop tool prior to the end of FY 2014, (2) test tool in the first half of FY 2015, (3) implement across the Centers by the end of FY 2015

- Promote a NASA-wide database of small business vendors
    - Number of vendors registered in database
    - Number of searches performed in database
    - Number of e-mails sent through database
    - Number of small businesses viewing the acquisition forecast

- o Survey of vendors to ascertain effectiveness of NASA Small Business Program

- Promote Small Business Training Program for NASA acquisition personnel
  - o Number of acquisition personnel trained in classroom session in various Small Business categories
  - o Number of acquisition personnel trained via a Web session in various Small Business categories

- Expand subcontracting opportunities for small businesses
  - o Track subcontracting opportunities through Electronic Subcontracting Reporting System (eSRS)
  - o Track documentation from Federal Procurement Data System (FPDS) through eSRS into Contractor Performance Reporting System (CPARS)

Small Business Enterprise Integration

Enterprise Management
- *Alignment*—OSBP priorities are aligned with NASA and Small Business Administration (SBA) Strategy and Plans.
- *Governance*—OSBP is responsible to OFPP, SBA, Congress, and NASA to meet our Small Business Goals.

Enterprise Execution
- *Driven by common Processes*—OSBP business model is driven by Federal Acquisition Regulation practices and adapted to NASA requirements.
- *Resource Allocation/Cost-wise*—Small Business goals are based on the industrial base, past performance, and Congressional mandates.
- *Risk Management*—The level of operational risk dependent upon mission-driven requirements.
- *Metrics-shaped*—Mission, cost, reliability, and consistency
- *Barrier removal*—Continuous transformation

Results
- Small business represents increased productivity and decreased costs.
- Continuous Improvement